

AMENDMENTS TO THE CLAIMS:

This listing of the claims will replace all prior versions, and listings, of the claims in this patent application:

Listing of Claims:

1. (Currently Amended) A method for providing to provide information to a television viewer, comprising steps of:

inputting a first video feed and a second video feed to a combiner, the first video feed comprising a program/advertising video feed and the second video feed comprising information for specifying an address of a location in a global data communication system where a party associated with the program/advertising video feed can be contacted, and further comprising additional information related to the program/advertising video feed;

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transmitting a television signal obtained from an output of said combiner; and

receiving the television signal and operating a television receiver such that a first area of a television monitor screen displays programs and advertisements, and a second area of the television monitor screen displays, at least during a time when an advertisement is displayed, the address of the location in the global data communication system where the party associated with the advertisement can be contacted, in addition to the additional other information, and, optionally,

during a time that the first area of the television monitor screen is displaying an advertisement for an advertiser, displaying information in said second area for specifying an address of a location in a global data communication system where the advertiser can be contacted.

2. (Currently Amended) A method for providing to provide information to a television viewer, comprising steps of:

inputting a first video feed and a second video feed to a combiner, the first video feed comprising a program/advertising video feed and the second video feed comprising information for specifying a uniform resource locator (URL) where a party associated with the program/advertising video feed can be contacted, and further comprising additional information related to the program/advertising video feed;

transmitting a television signal obtained from an output of said combiner; and

receiving the television signal and operating a television receiver such that a first area of a television monitor screen displays programs and advertisements, and a second area of the television monitor screen displays, at least during a time when an advertisement is displayed, the URL for enabling a viewer to contact the advertiser through the Internet, in addition to displaying the additional other information; and

during a time that the first area of the television monitor screen is displaying an advertisement for an advertiser, displaying in said second area the other information for specifying a URL of the advertiser for enabling a viewer to contact the advertiser through the Internet.

3. (Original) A method as in claim 2, wherein the second area is displayed in the form of a stripe that runs across a lower portion of the television monitor screen.

4. (Original) A method as in claim 3, wherein the television monitor screen has a total height, and wherein the second area has a height that comprises about 12% of the total height.

5. (Currently Amended) A method as in claim 2, wherein during a time that the first area

of the television monitor screen is displaying a program, receiving textual information from the Internet and displaying the received textual information in said second area as at least a portion of said additional information that is received from the Internet.

6. (Original) A method as in claim 2, and after transitioning from the time that the first area of the television monitor screen is displaying the advertisement to a time that the first area is displaying programming content, continuing to display said second area.

7. (Currently Amended) A method as in claim 2, wherein during the time that the first area of the television monitor screen is displaying the advertisement, displaying in said second area at least one other URL as at least a portion of said additional information.

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8. (Currently Amended) A method as in claim 2, wherein during the time that the first area of the television monitor screen is displaying the advertisement, displaying in said second area at least one promotional message from the advertiser as at least a portion of said additional information.

9. (Currently Amended) A method as in claim 2, wherein during the time that the first area of the television monitor screen is displaying the advertisement, displaying in said second area a logo associated with the advertiser as at least a portion of said additional information.

10. (Currently Amended) A method as in claim 2, wherein during the time that the first area of the television monitor screen is displaying the advertisement, displaying in said second area a logo associated with a provider of the television signal as at least a portion of said additional information.

11. (Currently Amended) A method as in claim 2, wherein during the time that the first area of the television monitor screen is displaying the advertisement, the advertisement showing a plurality of products, displaying in said second area other information for identifying a provider of each of said plurality of products as at least a portion of said additional information.

12. (Currently Amended) A method as in claim 2, wherein during the time that the first area of the television monitor screen is displaying the advertisement, the advertisement showing a plurality of products, displaying in said second area other information for identifying a URL of a provider of each of said plurality of products as at least a portion of said additional information.

13. (Currently Amended) A method ~~for displaying to display~~ a commercial to a television viewer, comprising ~~steps of~~:

inputting a first video feed and a second video feed to a combiner, the first video feed comprising an advertising video feed that includes a commercial and the second video feed comprising information for specifying information where a party associated with the commercial can be contacted, and further comprising additional information related to the advertising video feed;

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transmitting a television signal obtained from an output of said combiner; and

receiving the television signal and operating a television receiver such that a first area of a television monitor screen displays a the commercial and such that a visually distinct stripe runs horizontally across the bottom of the television monitor screen, the stripe displaying information from the second video feed that is descriptive at least of an Internet address of a site that is related to goods or services depicted in the commercial; and

operating a device that provides Internet access to reach the site using the displayed information.

14. (Original) A method as in claim 13, wherein the television monitor screen has a total height, and wherein the stripe has a height that comprises about 12% of the total height.

15. (Currently Amended) A method as in claim 13, and further comprising ~~steps of:~~

subsequently transmitting the television signal such that the first area of the television monitor screen displays programming content; and

displaying textual information in said stripe, the textual information being received from the Internet.

16. (Currently Amended) A method as in claim 13, wherein during the time that the first area of the television monitor screen is displaying the commercial, displaying further information in said stripe as at least a portion of said additional information, the further information being descriptive of an Internet address of another site that is also related to goods or services depicted in the commercial.

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17. (Currently Amended) A method as in claim 13, wherein during the time that the first area of the television monitor screen is displaying the commercial, displaying further information in said stripe as at least a portion of said additional information, the further information being descriptive of at least one promotional message from an advertiser.

18. (Currently Amended) A method as in claim 13, wherein during the time that the first area of the television monitor screen is displaying the commercial, displaying further information in said stripe as at least a portion of said additional information, the further information being descriptive of a logo associated with an advertiser.

19. (Currently Amended) A method as in claim 13, wherein during the time that the first area of the television monitor screen is displaying the commercial, displaying further information in said stripe as at least a portion of said additional information, the further information being descriptive of a logo associated with a provider of the television signal.

20. (Currently Amended) A method as in claim 13, wherein during the time that the first

area of the television monitor screen is displaying the commercial, the commercial showing a plurality of products, displaying further information in said stripe as at least a portion of said additional information, the further information being descriptive of a provider of each of said plurality of products.

21. (Currently Amended) A method as in claim 13, wherein during the time that the first area of the television monitor screen is displaying the commercial, the commercial showing a plurality of products, displaying further information in said stripe as at least a portion of said additional information, the further information identifying a URL of a provider of each of said plurality of products.

22. (Original) A method as in claim 13, wherein during the time that the first area **of** the television monitor screen is displaying the commercial, changing at least once the content **of** at least some of the information displayed in said stripe.

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23. (Currently Amended) A method as in claim 13, wherein during the time that the first area of the television monitor screen is displaying the commercial, displaying further information in said stripe as at least a portion of said additional information, the further information comprising an identification of the advertiser, the identification being displayed such that it extends beyond a top border of said stripe into the first area.

24. (Currently Amended) A method as in claim 13, wherein during the time that the first area of the television monitor screen is displaying the commercial, displaying further information in said stripe as at least a portion of said additional information, the further information being selected at least in part as a function of a type of program with which the commercial appears.

25. (Currently Amended) A method as in claim 13, wherein during the time that the first area of the television monitor screen is displaying the commercial, displaying further information in said stripe as at least a portion of said additional information, the further information being selected at least in part as a function of a type of viewing audience of a program with which the

commercial appears.

26. (Currently Amended) Apparatus for providing information to a television viewer, comprising:

a combiner configured to receive a first video feed as a first signal and a second video feed as a second signal, the first video feed comprising at least one of a television program signal and an advertisement signal as a first signal; and the second video feed comprising an information signal as a second signal to convey other information;

said combiner operable to merge said first signal with said second signal to form a unified television signal for transmission to at least one television receiver;

said unified television signal configured to cause a first area of a television monitor screen to display programs and advertisements, and the television monitor screen to display the other information in a second area, and during a time that the first area of the television monitor screen is displaying an advertisement for an advertiser, said unified television signal is further configured to cause the television monitor screen to display the other information in said second area for specifying an address of a location in a global data communication system where the advertiser can be contacted, in conjunction with additional information related to at least one of the advertiser or the subject of the advertisement.

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27. (Previously added) Apparatus according to claim 26, the other information specifying a URL of the advertiser for enabling a viewer to contact the advertiser through the Internet.

28. (Previously added) Apparatus according to claim 26, wherein the second area is displayed in the form of a stripe that runs across a lower portion of the television monitor screen.

29. (Previously added) Apparatus according to claim 26, wherein the television monitor screen has a total height, and wherein the second area has a height that comprises about 12% of the total height.

30. (Currently Amended) Apparatus according to claim 26, wherein said unified

television signal is configured to cause said television monitor screen, during a time that the first area of the television monitor screen is displaying a program, displaying to display in said second area as the other information textual information in ~~said second area~~ that is received from the Internet.

31. (Currently Amended) Apparatus according to claim 26, wherein said unified television signal is configured to cause said television monitor screen, after transitioning from the time that the first area of the television monitor screen is displaying the advertisement to a time that the first area is displaying programming content, continuing to continue to display said second area.

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32. (Currently Amended) Apparatus according to claim 26, wherein said unified television signal is configured to cause said television monitor screen, during the time that the first area of the television monitor screen is displaying the advertisement, to display in said second area as the other information at least one other URL.

33. (Currently Amended) Apparatus according to claim 26, wherein said unified television signal is configured to cause said television monitor screen, during the time that the first area of the television monitor screen is displaying the advertisement, to display in said second as the other information area are at least one or more of the following:
at least one promotional message from the advertiser;
a logo associated with a provider of the television signal.

34. (Currently Amended) Apparatus according to claim 26, wherein said unified television signal is configured to cause said television monitor screen, during the time that the first area of the television monitor screen is displaying the advertisement, the advertisement showing a plurality of products, to display in said second area as the other information comprising at least one of information for identifying a provider of each of said plurality of products, and information for identifying a URL of a provider of each of said plurality of products.

35. (Currently Amended) Apparatus according to claim 26, wherein said unified television signal is configured to cause said television monitor screen, during the time that the first ~~are~~ area of the television monitor screen is displaying the advertisement, to change at least once the content of at least some of the other information displayed in said second area.

36. (Currently Amended) Apparatus according to claim 26, wherein said unified television signal is configured to cause said television monitor screen, during the time that the first area of the television monitor screen is displaying the advertisement, to display ~~further as the other~~ information comprising an identification of the advertiser, the identification being displayed such that it extends beyond a top border of said second area into the first area.

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37. (Currently Amended) Apparatus according to claim 26, wherein said unified television signal is configured to cause said television monitor screen, during the time that the first area of the television monitor screen is displaying the advertisement, to display ~~further as the other~~ information being that is selected at least in part as a function of a type of program with which the advertisement appears.

38. (Currently Amended) Apparatus according to claim 26, wherein said unified television signal is configured to cause said television monitor screen, during the time that the first area of the television monitor screen is displaying the advertisement, to display ~~further as the other~~ information being that is selected at least in part as a function of a type of viewing audience of a program with which the advertisement appears.

39. (New) A method to provide an advertisement to a television viewer, comprising:

inputting to a combiner a first video feed and a second video feed, the first video feed comprising a pre-recorded video feed comprising an advertiser's advertisement, and the second video feed comprising information related to the advertisement; and

transmitting a television signal obtained from an output of said combiner such that reception of the television signal results in operation of a television receiver such that a first area of a television monitor screen displays the pre-recorded advertisement, and a second area of the television monitor screen displays, when the pre-recorded advertisement is displayed, the information related to the pre-recorded advertisement, where at least some portion of the content of the information is predetermined to modify advertising information conveyed during the display of the advertisement and is modifiable after the advertisement has been produced and aired.

40. (New) A method as in claim 39, where at least the second video feed is obtained from the advertiser.

41. (New) A method as in claim 39, where at least the second video feed is obtained from the advertiser during the time that the first video feed is being applied to the combiner.

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42. (New) A method as in claim 39, where the information comprises text.

43. (New) A method as in claim 39, where the information comprises video.

44. (New) A method as in claim 39, where the information comprises an animation.

45. (New) A method as in claim 39, where the information comprises an Internet address of the advertiser.

46. (New) A method as in claim 39, where the information is further used to provide promotional material to the viewer.

47. (New) A method as in claim 39, where the information further comprises substantially live Internet chat.

48. (New) A method as in claim 39, where at least some portion of the information is supplied after the television signal is transmitted.

49. (New) A method as in claim 39, further comprising receiving and recording data related to feedback from viewers.

50. (New) A method as in claim 39, where the pre-recorded advertisement shows a product of the advertiser and at least one other product, and where the information further comprises information that relates to the at least one other product.

51. (New) A method as in claim 39, where the pre-recorded advertisement shows a product, and where the information further comprises information that relates to a service that is associated with or related to the product.

52. (New) A method as in claim 39, where at least some portion of the content of the information is a function of the type of program during which the advertisement is aired and is selected to be of interest to an expected viewing audience of the program.

53. (New) A system to provide television programs and advertisement to a television viewer, comprising:

a combiner for combining programs and advertisements selectively with information received from the Internet and with other information related to the programs and advertisements; and

a transmitter coupled to an output of said combiner for transmitting a television signal such that reception of the television signal results in operation of a television receiver such that a first area of a television monitor screen displays the programs and advertisements, and a second area of the television monitor screen displays the other information and, when present, the information received from the Internet, where the

second area is rectangular in shape and extends from one edge of the television monitor screen to an opposite edge.

54. (New) A system as in claim 53, where at least the other information feed is obtained from an advertiser.

55. (New) A system as in claim 53, where the other information comprises at least one of text, video, an animation and contact information.

56. (New) A system as in claim 53, where the other information is used to provide promotional material to the viewer.

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57. (New) A system as in claim 53, where the information received from the Internet comprises substantially live Internet chat.

58. (New) A system as in claim 53, further comprising receiving from the Internet and recording data related to feedback from viewers.

59. (New) A system as in claim 53, where an advertisement shows a product of the advertiser and at least one other product, and where the other information comprises information that relates to advertiser's product and also to the at least one other product.

60. (New) A system as in claim 53, where an advertisement shows a product, and where the other information comprises information that relates to a service that is associated with or related to the product.

61. (New) A system as in claim 53, where at least some portion of the content of the other information is a function of the type of program during which the advertisement is aired and is selected to be of interest to an expected viewing audience of the program.